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Client worksheet – job details

We've put together this worksheet to help you give us the information that we need to do the job you're looking for without ambiguity or crossed lines. Think of it as a business plan – the more information you can give us, the more accurately we'll be able to respond.

Please answer as many questions as are relevant as accurately as you can and ignore anything that you feel does not relate to you or your project, then mail it back to enquiries@onlineability.net. We look forward to hearing from you!

The basics

- ➔ What is the name of your organisation and your current/intended web address (URL)?

- ➔ Please describe your organisation, and the concept, product or service that your site will offer, in a short paragraph

- ➔ Who are your main contacts for this project? Please list names, email addresses and phone numbers of the people we will need to liaise with during the project.

- ➔ When do you expect this project to start and when does it need to be completed? Are there specific reasons for these dates, e.g. trade show, product launch, budgetary considerations?

- ➔ Your budget dictates how much time we can devote to your website. What is your budget for this project?

Current site (if applicable)

→ What aspects of your current site work well and why are they successful?

→ What aspects of your current site are unsuccessful and why do you think that is?

→ What problems have your visitors reported?

→ If you maintain or update your site using a content management system, please describe it and its main features. Are you happy using this system? Is it meeting your needs?

Your audience

- Please describe the different types of visitors to your website in as much detail as possible, e.g. young shoppers looking for gadgets, retired couples seeking holiday destinations.

Content and design

- Describe how you would like users to perceive the new site, e.g. modern and professional, friendly and fun, quirky and original.

- Please list the websites of competitors and organisations in a related field. What works? What doesn't?

- List websites you like the visual design of and explain why. (Sites such as w3csites.com, cssbeauty.com/gallery or cssimport.com can be good sources of inspiration.)

- Outline any ideas you may have for your site. How would these features support your business goals and the goals of your user? e.g. provide recommendations for related items.

Additional comments

- ➔ Here is your chance to add any extra information you think will be helpful. What else should we know about this project?

Please email the completed form to enquiries@onlineability.net. Thanks again for your time.

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